

Develop visual content for EducationUSA Germany network



Project Title	Develop visual content for EducationUSA Germany network
Project Summary	Create engaging - primarily visual - content for web, social media and print to inspire young people in Germany to come study in the United States.
Country	Germany
Country/Region of Focus	United States

Project Description

EducationUSA Germany is in the process of moving to a mobile-friendly website. As a network, we have a Facebook account (FB: EducationUSAGermany), coordinated through staff at the Public Affairs section at the U.S. Embassy. EducationUSA advising centers in Germany are part of the German-American Institutes/American Spaces which have their own web & social media. Intern would be working with Public Affairs staffer to produce factual EducationUSA content for these web & social media channels and revamp text-heavy information sheets/handouts. We want to tie (animated?!) images together to explain concepts & procedures with far less text. Think Canva & Prezi. Or, maybe you have an exciting tool you can recommend to us. Occasional opportunities for direct interaction with German students may arise - depending on center programming & your own interest. Not sure of your German? Our requirement is somewhat flexible, so don't hesitate to apply. Wir freuen uns schon auf die Zusammenarbeit!

Required Skills or Interests

Skill(s)

Cultural diplomacy

Graphic design

Infographic design

Writing

Additional Information

EducationUSA Advising Centers actively promote U.S. higher education around the world by offering accurate, comprehensive, and current information about educational institutions in the United States and guidance to qualified individuals on how best to access those opportunities. Millions of prospective students learn about U.S. study opportunities through EducationUSA centers around the world each year. EducationUSA network in Germany is comprised of 7 standard & 2 smaller reference centers. Germany sent approx 10,000 students to the U.S. last year.

Language Requirements

Language Speaking Proficiency		Reading Proficiency	Importance
German	No practical proficiency	Minimum professional proficiency	Required